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The Role of the Mass Media in Urban Management (Case Study: 22-district of Tehran Municipality)

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Abstract: Urban management in today's competitive world should be able to identify city's strengths and weaknesses and improve its competitive advantages. The importance of urban management in order to access to urban sustainable development is to improve citizens' conditions and quality of life, protect city's physical environment, enhance citizens' trust level to urban management, and improve their participation level in managing urban affairs. On the other hand, media, as a powerful component of civil society, affect different parts of the community; therefore, this research explains the role of mass media in urban management. Research methodology is survey. Statistical population includes clients of 22-district of Tehran Municipality in 2014. 400 of them were selected as sample research by stratified cluster random sampling. To collect data, research-made questionnaire, including 24 questions, was used. It was obtained by interviewing with experts. Its face validity was confirmed and its reliability was calculated by Cronbach's alpha. In order to analyze data statistically, one-sample t-test, ANOVA, and Lee Hee tests were used. The results indicated that the role of mass media in urban management is more than average. However, mass media influence more on improvement of citizen's participation in administering urban affairs and it affects citizen's trust level less.

Keywords: mass media, urban management, 22 districts, Tehran Municipality
JEL Classification: L32, L82, M12, P25

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1- Introduction

Cities are principal base of human civilization and technology growth. Variety, complexity, and globalization of cities have made urban management difficult. One of the urban management purposes is to provide citizens' welfare by creating healthy urban environment. Municipality, as the main urban management body, in addition to service organization, should establish a logical and appropriate relationship between city structure, civic activities, and citizens with socio-cultural attitude as a social body.

On the other hand, information is vital source to achieve scientific, technological, and cultural progress in any society. Mass media are one of the strong modeling resources in different forms such as written ones like newspapers, journals, and books, and visual ones like radio, T.V., and cinema, or social media and cyberspace. If mass media are administered based on public interests, they can have positive impacts on social, cultural, economic, and urban changes (Biagi, 2012).

Increasing trend of nationally and internationally social, political, and cultural evolutions has important and basic role in NGOs in urban societies. In this regard, cities' management requires dealing effectively with citizens who have more access to information resources in playing their citizenship duties and rights. Informative resources, such as media, lead to increase capabilities and reduce citizens' needs with having educational, informative, cultural, and security functions and so on. Urban management system, like any other bodies, makes sense in exchanging and interacting with society and citizens and it will be successful once it will be in accordance with citizens' needs and demands and with their participation (Mendez & Popkin, 2004).

Media are one of the most important communicative and informative tools in the world. From one hand, mass media are one of the effective pillars and tools to explain citizens' demands in urban issues; on the other hand, they are counted as an informative tool to reflect news for governmental, social, political, economic, and urban bodies' information for their performance to citizens. Socially, mass media are bases that culture develops in them. It can be stated that media affect citizens' behavioral life styles, public interests in society, citizens' participation in managing society's affairs, and norms. Thus, this research aims to explain the role of mass media on city management.

2- Literature Review

A) Foreign Researches

Hong (2002) in a research studied the role of mass media in creating civil society in Vietnam and good urban governance and stated that good urban governance, democracy, optimal city management are achieved in the shadow of cooperation between social, governmental, and urban bodies, society members, awareness, and accurate information of mass media.

Jin (2013) stated that citizens' participation, their trust and environmental understanding affect greatly the legitimacy of urban bodies and citizens prefer municipal bodies undertake urban affairs rather than central government.

Warren et.al. (2014) in a research entitled "Social media effects on fostering online civic engagement and building citizen trust and trust in institutions" stated that civic participation should be achieved by creating social capital and online civic engagement to attract citizens'

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trust to urban management bodies, police, and judicial system.

b) Iranian Researches

Rahmani Fazli (2008) in a research entitled "the role of media in forming public culture" concluded that media, with evolution in different aspects in technology, volume, and method, can be influential in constructing general culture of beliefs and thoughts. Without considering geographical, ideological, and cultural borders, it is possible for them to attend in all geographical areas. Therefore, those who are more influential in culture, they can be more successful in forming general culture. Since presence influence, expression manner, and message transfer form in visual media are particular that can attract audience with different tricks and methods, these media can be influential in changing general culture.

Heydari Imanabadi (2012) in a research studied effective factors on citizens' electronic engagement in city management (Rasht municipalities). In terms of purpose, this research is applied, and the methodology is descriptive-survey. Researcher-made questionnaire was used. Statistical population includes all 2700 municipal employees of districts 1,2,3,4,5, and Rasht city center. 337 of them were selected as sample by Cochran formula. Finally, it was specified that appropriate information to citizens through different methods and using mass media are the most important and effective factors on citizens' electronic engagement in city management and sense of belonging and citizen's commitment ranked next. On the other hand, citizen's sense of ownership has the least importance.

Matani and Hasanpoor (2014) in a reserach entitled "the role of mass media on improvement of governmental organizations' accountability" stated that mass media can be influential through directing and educating public thought, integrating demand and supervising, informing, making governmental organizations and social bodies accountable and responsible for their performance to citizens.

Fathi and Mokhtarpoor (2014) in a research entitled "the role and impact of modern visual media on changing citizens' life style" stated that the use of modern visual media leads to form a particular life style and create each of different aspects of life style, value system, and different ideology causing different reactions by citizens. This makes citizens follow various models in their different aspects of life such as free time and how to spend it, attitude toward marriage (mate selection method), religious, civil, and social behavior in society, citizens' engagement in society, and fashion.

3- Theoretical Principles

City Management

Today, cities are of great importance as public group aggregation center and major locally and nationally economic actors. Cities, as residential centers, have different structures and functions. Forming physical elements and playing different roles by political and social actors are done in cities (Sarrafi and Abdollahi, 2008).

The expansion and complexity of urban problems and increasing growth and development of cities have made city management difficult. In addition to issues such as the environment, transport, and urban planning, city management is one of the most important factors that have increasing and determining impact on basic urban elements. City management is to administer city's affairs in order to

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promote sustainable management of urban areas locally with considering and following national, economic, and social goals and policies in the country to control and direct city sustainably and comprehensively (Dadashpoor, 2001).

City management is a social system that consists of policy-making, planning, coordinating, organizing, and monitoring processes to administer city affairs. The inputs of this system include information, financial, human resources, citizens' expectation and government, and required services of the society in city and physical changes of urban space are outputs of this system (Sarrafi and Abdollahi, 2008). City management organizes factors and resources to satisfy urban residents' needs. Accurate and appropriate city management leads to economic growth, political stabilization, and increase in citizens' engagement in urban affairs, and lack of accurate city management results in economic recession, social and political dissatisfaction, poverty, unemployment, and environmental degradation (Abbott, 2013).

The purposes of city management include improving urban residents' work and life conditions considering less-income groups and individuals, encouraging sustainably economic and social development, and protecting physical environment of city. City management duties include preparing fundamental infrastructures for efficient performance of cities, preparing necessary services for human resources development, improving urban life standards and efficiency, setting effectively private activities on security, social health and welfare of urban population, preparing necessary services and facilities to support productive activities and efficient operations of private bodies in urban areas (Lotfi, et.al., 2009).

Some of the other duties of city management system are urban development and construction planning, implementation of plans and urban projects. The elements of city management system include citizens, governing bodies of cities, Islamic city council, and private sector. Various resources, such as socio-economic and cultural development plans, determine urban management goals and municipalities' regulations (Saeidniya, 2004).

Generally, city management is defined as a subset of local government called as municipality. In fact, from one hand, municipality is counted as one of the most important elements of city's political and social management. On the other hand, it is the most important administrative element of urban management system. Municipality, as the central core of city management, is responsible for guiding, monitoring, leading, and attracting other actors' engagement in city arena. As a result, municipality is responsible for city management. The main purpose of city management is to create livable environment for all people along with social justice, economic efficiency, and environmental sustainability (Hosseinzadeh Dalir, et.al., 2012).

Fagence (2014) believed that city management process is done appropriately once more citizens are interested in participating in urban decision-making. This engagement leads to increase in solidarity and efficiency of city management bodies and citizens' satisfaction. However, Varn et.al. (2014) believed that citizens' trust to city management system has effective role on city management. Salari Sardi et.al. (2014) consider quality of life components in urban space, including the quality of urban spaces, urban facilities, quality of social environment such as

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health and education, economic quality such as housing cost, revenue, and living costs as the pillars of city management.

Mass Media

Mass media, as providers of experience frameworks for audience, create culturally general attitudes to interpret information by community members in today's societies. In the very first attempts to determine and evaluate media functions, Lasol (1948) introduced three functions for media including monitoring environment, creating social solidarity in reaction to the environment, and transferring cultural heritages (Roshandel, 2008). Because of having the function of monitoring environment and their interpretation, media may identify potential and active crises in national and regional environment and alert officials, and governmental and urban authorities (Howitt, 2013). Wright (1960) added entertainment as the fourth functions of media to them. However, McQuail added the fifth function named as media campaign. He believed that media are expected to promote national benefits and promote some key behavioral values and models (Biagi, 2012).

Among theories that addressed long-term impacts of media, Gerbner's theory (1960) is of great importance that emphasizes on gradual and long-term impacts of media on forming audiences' mental vision of surrounding environment and conceptualizing them of social reality. In fact, he stated that media are used to present identical and relatively accepted interpretations of social realities and make their audience compatible with culture (McQuail & Windahl, 2015).

According to the mentioned fields, and since mass media are basic necessities of today's societies affect many variables including citizens' life style (Fathi and Mokhtarpoor, 2014), forming general culture (Rahmani Fazli, 2008), improving accountability of governmental organizations (Matani and Hasanpoor, 2014), creating civil society and good urban governance (Hong, 2002), this research explains the role of mass media on improvement of city management because city management includes various fields of urban issues such as citizens' life style, social justice, economic efficiency, and environmental sustainability.

4- Research Methodology

Since this research aims to evaluate and explain the role of mass media on city management improvement, methodology is survey and applied. Statistical population includes clients of Tehran Municipality 22-districts in 2014. 400 of them were selected as sample by stratified cluster random sampling. For this purpose, eight districts were selected randomly among Tehran Municipality districts in the north, south, east and west of Tehran i.e. two districts from each part. Then, the questionnaires were distributed among 480 clients, 420 of them were collected, and finally 400 of them were used. In this regard, to explain the role of visual media on city management, a researcher-made questionnaire including 24 items was used. The questionnaire consisted of four parts: part 1 is related to mass media and improvement of conditions and citizens' quality of life including six questions. Part 2 is related to mass media and improving protection of city's physical environment including six questions. Part 3 is related to mass media and improving citizens' trust to municipality including six questions. Part 4 is related to mass media and improving citizens' engagement

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in administering urban affairs including six questions.

Face validity was confirmed ideally by experts. However, in order to estimate reliability, Cronbach's alpha method was used equal to 0.83.

In order to analyze data statistically, considering continuous and interval scale, data, and after ensuring normalized data distribution through Kolmogorov-Smirnov test, T-parametric and ANOVA tests were used and Lee Hee method was used to prioritize them.

Table 1 represents intended districts among Tehran Municipality 22-districts.

Table1. Choosing sample by multi-stage cluster sampling

Selected municipality districts	Intended deputy in each district
District 1	Municipal services
District 3	Financial and administrative affairs
District 4	Social affairs
District 8	Professional and construction affairs
District 5	Urbanization affairs
District 9	Coordination and planning affairs
District 16	Urban affairs
District 20	Municipal services

Reference: (Researchers' findings)

5- Research Findings

To answer the first question whether mass media affect improving citizens' conditions and quality of life, one sample t-test was used. According to the obtained t, it can be stated that there is a significant difference between theoretical mean and experimental means at α=0.01. Thus, since experimental mean is higher than theoretical one, mass media affect greatly improving citizens' conditions and quality of life from perspective of Tehran Municipality clients (table2).

Table2. The impact of mass media on improving citizens' conditions and quality of life from perspective of Tehran Municipality 22 districts clients

	Mean	Standard deviation	Df	t	Sig
The impact of mass media on improving citizens' conditions and quality of life	4.15	0.32	399	72.645	0.000

Reference: (Researchers' findings)

To answer the second question, whether mass media affect improving protection of city's physical environment, one sample t-test was used. Given obtained t, it can be proposed that there is a significant difference between theoretical and experimental means at α 0.01 level. Thus, since experimental mean is higher than theoretical one, the impact of mass media on improving protection of city's physical environment is more than average from perspective of Tehran Municipality clients. In other words, mass media affect greatly improving protection of city's physical environment (table3).

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Table3. The impact of mass media on improving protection of city's physical environment from perspective of Tehran Municipality clients

	Mean	Standard deviation	Df	t	Sig
The impact of mass media on improving protection of city's physical environment	4.17	0.38	399	62.058	0.000

Reference: (Researchers' findings)

To answer the third question, whether mass media on improving citizens' trust to municipality, one sample t-test was used. Given obtained t, it can be proposed that there is significant difference between theoretical and experimental means at α 0.01 level. Thus, since experimental mean is higher than theoretical one, the impact of mass media on improving citizens' trust to municipality is more than average (table4).

Table4. The impact of mass media on improving citizens' trust to municipality from perspective of Tehran Municipality clients

	Mean	Standard deviation	Df	t	Sig
The impact of mass media on improving citizens' trust to municipality	4.12	0.28	399	80.880	0.000

Reference: (Researchers' findings)

To answer the fourth question, whether mass media affect citizens' engagement in administering urban affairs, one sample t-test was used. Given the obtained t, it can be stated that there is significant difference between theoretical and experimental means at α 0.01 level. Thus, since experimental mean is higher than theoretical one from perspective of Tehran Municipality clients, mass media affect improving citizens' trust to municipality greatly (table5).

Table5. The impact of mass media on citizens' engagement in administering urban affairs from perspective of Tehran Municipality clients

	Mean	Standard deviation	Df	t	Sig
The impact of mass media on citizens' engagement in administering urban affairs	4.24	0.22	399	112.439	0.000

Reference: (Researchers' findings)

To answer the fifth question, whether mass media affect improving urban management, one sample t-test was used. Given the obtained t, it can be stated that there is significant difference between theoretical and experimental means at α 0.01 level. Thus, since experimental mean is higher than theoretical one from perspective of Tehran Municipality clients, the impact of mass media on improvement of urban management is more than average (table6).

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Table6.The impact of mass media on improvement of urban management from perspective of Tehran Municipality clients

	Mean	Standard deviation	Df	t	Sig
The impact of mass media on improvement of urban management	4.17	0.17	399	138.932	0.000

Reference: (Researchers' findings)

To prioritize the impact of mass media on four pillars of urban management, including improvement of citizens' living conditions, protecting physical environment of city, increasing citizens' trust to urban management, and improving citizens' engagement in administering urban affairs, one-way ANOVA was used. According to the obtained F, it can be stated that there is a significant difference at P<0.01 level about the impact of mass media on four pillars of urban management from perspective of Tehran Municipality 22 districts of clients. In this regard, the results indicate that the highest impact of mass media is on improving citizens' engagement in administering urban affairs and the lowest one is impact on improving citizens' trust to urban management (table7).

Table7. The impact of mass media on four pillars of urban management from perspective of Tehran Municipality 22 districts of clients

The impact of mass media on four pillars of urban management	Rank Mean	F	Sig
The impact of mass media on improving citizens' engagement in administering urban affairs	4.24(1)	11.797	0.000
The impact of mass media on improving protection of physical environment of city	4.17(2)		
The impact of mass media on improving citizens' living conditions	4.15(3)		
The impact of mass media on improving citizens' trust to urban management	4.12(4)		

Reference: (Researchers' findings)

In the following, to prioritize items affecting urban management improvement in clients' viewpoint of Tehran Municipality 22 districts i.e. related programs to urban management topics in mass media affecting urban management improvement, Lee Hee test was used. For this purpose, the mean of each item i.e. 24 items the questionnaire, has been represented in table8.

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Table8. Effective items on improvement of urban management in clients' view point of Tehran Municipality 22 districts

Item (the impact of related programs to urban management subjects in mass media on improvement of urban management)	Mean	Subject
Observing traffic rules by citizens	4.43	Improving citizens' living conditions and quality of life
Observing citizens' rights	3.96	
Observing neighborhoods' rights	3.97	
Attention to food and healthy life style	4.36	
Special attention to sport	3.96	
Attention to physical health and avoiding smoking	4.35	
Observing laws related to waste collection hours	4.24	Improving protection of physical environment of city by citizens
Observing cleanliness and protecting urban environment	4.11	
Observing cleanliness and protecting parks	4.11	
Observing cleanliness and protecting public transport vehicles	4.20	
Attention to clean air of city	4.27	
Attention to tourists and tourism development	4.12	
On time payment of waste dues to municipality	3.90	Improving citizens' trust to municipality
On time payment of renewal dues to municipality	4.33	
On time payment of automobile dues to municipality	3.40	
On time payment of buildings' safety dues to municipality	4.35	
Lack of administrative corruption in municipality	4.40	
Social justice	4.37	
Active participation in city and neighborhood council election	4.53	Improving citizens' engagement in administering urban affairs
Cooperation with neighborhoods' council-helpers to improve neighborhood conditions	3.95	
Attention to entrepreneurship and job creation	4.47	
Citizens' participation to eradicate urban poverty	4.00	
Participation in constructing recreational, sport, educational, religious, medical, placed by philanthropies	4.32	
Virtual and electronic citizens' participation	4.18	

Reference: (Researchers' findings)

In the following, to prioritize all 24 items of the questionnaire, they are ranked on their mean priority. Then, the highest mean is subtracted from the lowest one and the obtained figure is divided on number four. In fact, table 9 represents which roles of mass media have more priority than ones in clients' view point of Tehran Municipality on urban management subjects to improve them.

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Table9. Ranking effective items on urban management improvement in clients' viewpoint of Tehran Municipality 22 districts

Item (the impact of related programs with urban management subjects in mass media on urban management improvement)	Mean	Rank
Active participation in city and neighborhood council election	4.53	1
Attention to entrepreneurship and job creation	4.47	
Observing traffic rules by citizens	4.43	
Lack of administrative corruption in municipality	4.40	
Social justice	4.37	
Attention to food and healthy life style	4.36	
Attention to physical health and avoiding smoking	4.35	
On time payment of buildings' safety dues to municipality	4.35	
On time payment of renewal dues to municipality	4.33	
Participation in constructing recreational, sport, educational, religious, medical, placed by philanthropies	4.32	
Attention to clean air of city	4.27	
Observing laws related to waste collection hours	4.24	2
Observing cleanliness and protecting public transport vehicles	4.20	
Virtual and electronic citizens' participation	4.18	
Attention to tourists and tourism development	4.12	
Observing cleanliness and protecting parks	4.11	
Observing cleanliness and protecting urban environment	4.11	
Citizens' participation to eradicate urban poverty	4.00	
Observing citizens' rights	3.96	3
Special attention to sport	3.96	
Cooperation with neighborhoods' council-helpers to improve neighborhood conditions	3.95	
On time payment of automobile dues to municipality	3.40	
Observing neighborhoods' rights	3.79	4
On time payment of waste dues to municipality	3.90	

Reference: (Researchers' findings)

6- Conclusion

This research aimed to explain the role of mass media on urban management improvement. Research findings indicated that mass media have influential role on urban management improvement in clients' viewpoint of Tehran Municipality 22 districts. In fact, programs related to urban management subjects in mass media affect improving citizens' conditions and quality of life, protection of physical environment of city by citizens, citizens' trust to urban management and municipality, and citizens' engagement in administering urban affairs.

The results are in accordance with findings of Rahmani Fazli (2008), Heydari Imanabadi (2012), Matani and Hasanpoor (2014), and Fathi and Mokhtarpoor (2014).

The results of one-way ANOVA test indicated that mass media have the highest impact on citizens' engagement in administering urban affairs. This means that Tehran Municipality clients believe that urban management authorities should prepare programs by the help of different media in the form of short movies, TV advertising, promotional billboards in the city, cyberspace programs etc. based on citizens' active participation in city and neighborhood council election, citizens'

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participation with council-helpers to improve neighborhood conditions, attention to entrepreneurship and job creation in city, citizens' participation to eradicate urban poverty, participation in constructing recreational, sport, educational, religious, medical places by benevolent, virtual and electronic citizens' engagement in order to develop citizens participation in administering urban affairs.

However, the results of one-way ANOVA test indicated that mass media have the least impact on citizens' trust to city management and municipality. This means that either mass media have not had appropriate activity so far or their activity could not increase citizens' trust to municipality. Thus, it is suggested to prepare programs about benefits of on time payment of waste, renewal, automobile, building safety dues to municipality, lack of administrative corruption in municipality, social justice in cities in order to be released through mass media.

Accurate information of real functions of visual media is very useful for policy-makers and planners in the country since if they, particularly urban officials, are fully aware of actual and potential powers of mass media, they can take advantage of them properly in their political, social, economic, and urban management decision-making.

From one hand, mass media function related to proposed issues in urban management reflects citizens' needs, problems, and demands. On the other hand, it informs performed activities by urban management officials leading to use of presented services or more citizens' participation in administering cities. Finally, it has a direct relationship with urban development and consequently, societies' comprehensive development.

In the following, according to Lee Hee test, it was specified that urban management authorities should prepare advertising and educational programs with the help of mass media in issues such as advantages of citizens' active engagement in city and neighborhood council election, attention to entrepreneurship and job creation by citizens, traffic laws, administrative corruption in organizations, social justice, food and healthy life style, physical health and disadvantages of smoking, advantages of on time payment of dues to municipality, participation in constructing recreational, sport, educational, religious, medical places by donors, air pollution and its harms as top priorities and importance in clients' viewpoint of Tehran Municipality.

Generally, it can be stated that if mass media inform people properly about urban issues and educate them appropriately, the ground will be prepared for citizens and urban management bodies' participation leading to much efficient urban management.

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